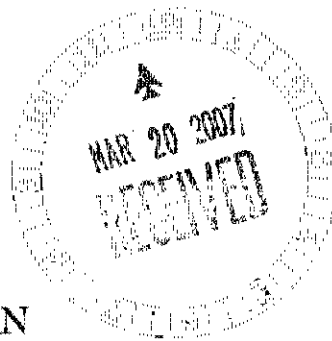




ILLINOIS PRAIRIE RAILROAD FOUNDATION  
IPRRF



February 15, 2007

Vernon A. Williams, Secretary  
Surface Transportation Board  
Case Control Unit, Suite 713  
1925 K Street, N. W.  
Washington, D.C. 20423-0001

ENTERED  
Office of Proceedings

MAR 20 2007

Part of  
Public Record

RE: Reference Docket No. AB 878

Dear Mr. Williams:

RE: Kellar Branch/Pioneer Industrial Railroad/City of Peoria/Village of Peoria Heights (Peoria, Peoria Heights and Western RR)

This letter is addressed to you regarding the Rails in Peoria, IL, also known as the Kellar Branch.

We have written to you before regarding this situation, but now we have new information for you to review.

We have come up with an economic development program that will benefit the entire community using the existing Kellar Branch rails. Attached you will find a brochure for your perusal. We have talked to two local State Representatives, the County Board of Supervisors Economic Development Committee and have supplied the City Council with this information and are going to meet with them as soon as we can get on the calendar. We have also met with the Mayor of Peoria Heights, which owns part of the Kellar Branch, and have their support with this project. All of the people we have met with find this a very interesting proposition and are going to assist in putting together a committee and doing a feasibility study relating to this project.

Vernon A. Williams, Secretary  
Economic Development/Kellar Branch  
Peoria, IL  
Page 2

Cities all across the country are going back to light rail or trolley park n ride because we have just run out of road space. Congestion, traffic emissions, parking and numerous other problems getting back and forth to work. Also we hope this will eventually connect with a commuter rail from Peoria to Chicago. We have the infrastructure with the Kellar Branch and we should keep it so we don't have to do what other communities are doing. They have to start from scratch, obtaining the land, laying the rail and buying the equipment. We already have 90% here, now. We call it using what we already have for today and tomorrow. It makes good planning sense.

The trail can still run alongside the track. If there is a question about that all one has to do is go downtown Peoria and see the trail and rail running alongside one another right now. Also our research shows that 30 states are doing this very same thing with tracks and trails, so it is being done and can be done.

The trolley project would bring economic development to the Village of Peoria Heights, Junction City and other station shops. Also it would run in conjunction with freight and thus give those users the benefit of competitive rail service with the eight railroads that connect now with Peoria. This benefits all in dual use of the rail.

Funding can be found without using money from the city. Paying for maintenance by using advertising dollars and tourism dollars, thus keeping ridership fees to a minimum. Also, should Pioneer Industrial Railcorp be allowed to buy or lease the track they have agreed to run in tandem with the trolley. The local bus line will pick up passengers downtown and shuttle them to their various places of business. The trolley will be run on batteries, thus not using fossil fuel. This makes for cleaner air. Also the trolley can provide bike racks just the same as the buses do now.

Vernon A. Williams, Secretary  
Economic Development/Kellar Branch  
Peoria, IL  
Page 3

This project is designed to use the rails we already have to enhance the present course of action in the community and benefit the future. We have the rails, lets use them for economic development and stability.

We have what it takes to create economic development using the rails for now and for the future.

Currently the Tri-County Regional Planning Commission is doing a study for transit for the next twenty years. It will include the Kellar Branch as well as other rail in the tri-county area and ground transportation. We need to think with them and study for now and the future.

Sincerely,

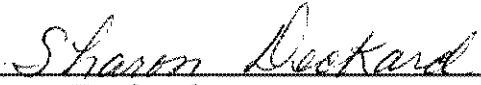
  
\_\_\_\_\_  
Sharon Deckard

Served to: Parties of Record and others - (see attached)

\_\_\_\_\_  
Sharon Deckard, 3124 W. Farmington Rd. Peoria, IL 61604  
309-687-3513    [sha\\_dec@msn.com](mailto:sha_dec@msn.com)

## CERTIFICATE OF SERVICE

I certify that on February 19, 2007, I served the foregoing by depositing a copy of same in the United States Mail, postage fully prepaid, addressed to each of the parties of record, at their respective addresses as disclosed by the filings of record in the above-referenced proceeding.

  
\_\_\_\_\_  
Sharon Deckard  
Illinois Prairie Railroad Foundation  
3124 W. Farmington Rd.  
Peoria, IL 61604-4815

Parties of record served  
And others

John W Gohmann  
Small Railroad Business  
Owners Association Of America  
14047 Petronella Drive Suite 201  
Libertyville, IL 60048-1500

J. Michael Carr  
Pioneer Industrial Railway Co.  
1318 S Johanson Road  
Peoria, IL 61607

Guy L. Brenkman  
1318 S. Johanson Road  
Peoria, IL 61607

Robert T. Opal  
Union Pacific Railroad Company  
1400 Douglas Street, Stop 1580  
Omaha, NE 68179-0001

Daniel A. LaKemper  
1318 S Johanson Rd  
Peoria, IL 61607

Thomas F McFarland  
208 S Lasalle St., Suite 1890  
Chicago, IL 60604-1194

William A. Mullins  
Baker & Miller Pllc  
2401 Pennsylvania Ave, NW Ste 300  
Washington DC 20037

Richard H. Streeter  
Barnes & Thornburg  
750 17<sup>th</sup> Street, NW Suite 900  
Washington, DC 20006

Debra Wolfe  
Carver Lumber  
8700 N. University Ave  
Peoria, IL 61615

John D. Heffner, Pllc  
1920 N. Street, NW Suite 800  
Washington, DC 20036

City of Peoria  
419 Fulton St.  
Peoria, IL 61602

Village of Peoria Heights  
4901 N. Prospect Rd.  
Peoria, IL 61616

# **Using what we already have to benefit TODAY and TOMORROW**



All across the country cities are finding the need to go to commuter rail. This is a service that allows them to come from their suburban bedroom communities into the city to their jobs and businesses.

The stop and go commute, parking problems, fuel emissions in the air and a host of other things including the most important "time", is causing these cities to install commuter rail. This ranges from park n rides to full length light rail through larger downtowns.

They are finding that providing this access to their cities is encouraging residents and businesses alike to relocate near these amenities.

The biggest problem in establishing this program for commuters is that they find it cost prohibitive and it takes many years to accomplish it. They have to buy the land, clear it, install the tracks and buy the equipment, as well as run it so that it is beneficial to itself and the community.

We, here in Peoria are way ahead of the game. We have the rail, in place and waiting. We have eliminated 90% of the cost before we start.

Peoria is a very unique community in that it has a complete ring road of trackage around the entire city. There are eight railroads that currently serve Peoria. This gives a foot in the door to numerous benefits for this community.

A "park n ride" trolley can be done and will be extremely beneficial for all.

Using the Kellar Branch and putting park n ride stops at places such as: Allen Road, Pioneer Parkway, Knoxville Ave, Prospect Rd. and Glen Ave., will allow those coming into work each day the opportunity to avoid the stop and start traffic, parking problems.

As many of us know exiting the parking decks at closing time is a zoo. It will lower emissions in the downtown area and make the entire environment healthier for all the citizens. This will encourage businesses and residents to locate here. We will offer an amenity that, until now, has been an attraction of the big cities. They may be bigger than we are but they are not better.

There are several points of interest with this program.

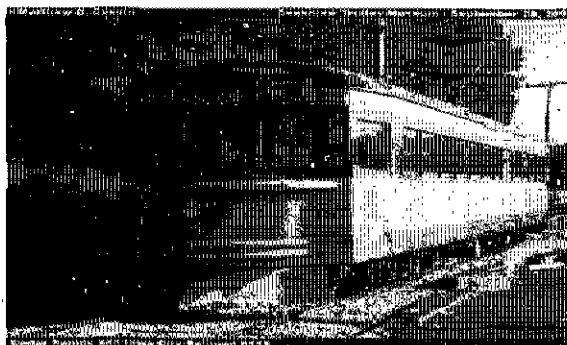
1. We already have the trackage
2. The trolley can be obtained using Economic Development Grants and other sources of funding that takes no money out of taxpayers pockets.
3. If the trolley shares the track with a freight company this cuts the maintenance in half.
4. The trolley can be used for many things:
  - A. Tourism. This can go hand in hand with the upcoming riverfront museum.
  - B. Renting the trolley for, weddings, birthday parties, retirements, and corporation meetings in order to offer something unique to their audiences. for their meeting. Meetings and other things could also be catered aboard the trolley.
  - C. Weekend tourism trips with a car attached for dinning on the rails
  - D. Think of taking prospective new businesses on this ride up through the Heights and out to Growth Cell Two and show them what we can offer them if they build their business here.
5. How do we support this? The largest dollar spent in the United States is advertising. Recent studies say that the average commuter is subject to 5,000 ads every single day. This is a lot of advertising exposure. The advertisers love what is call "captive audience". This is where someone is sitting in one place and expose to advertising without other distractions. LED signs can be installed inside of the trolley and constantly changed. This will bring in significant income to maintain the trolley and hire the operating personnel. There can be monitors installed to advertise community events adding to the tourism dollars.
6. Along with the trolley will be the parking stations. An entrepreneur can contract with the trolley company to build and operate these stations. They would be enclosed for riders comfort while waiting for the trolley. These can include coffee machines, newspaper racks and advertising. Here again is income for the trolley service allowing ridership fees to be kept at a very minimum.



7. Riders will be able to use their laptops, I Pods, ear phones etc., to enjoy the ride or catch up on their work before and after work. We are helping them to preserve their most important asset "Time". We are all short of time.

8. On the riverfront end of the trip arrangements can be made with the local transit company to run shuttles into the downtown to drop workers off at their places of employment.

9. On the outbound side, the commuters doesn't have to fight the parking decks or the exodus of people at the end of the work day with constant stop and go. You are tired and ready to head home. IDOT says that 29,817 people come into Peoria to work everyday. That is a lot of people driving, parking both morning and afternoon. If a lot of them take the trolley back to their cars when they get there they are rested and their cars are still inside the city limits. They can shop, go to special events or out to dinner or meet friends somewhere. They have had a chance to rest and are now ready to do something else or just go home and arrive there in decent shape.





## TOURISM

On the tourism side of this project is the new museum. Tourism dollars are among the second highest dollars spent in the nation. If people come into your town for a visit to the museum and they pay their entry fee, visit the museum and then leave town we have gained nothing. Entry fees barely cover the cost of maintaining a museum. If the visitor browses the museum, goes to another event, maybe at the Civic Center or O'Brien Field or the Symphony, has supper at one of our fine restaurants, stays over night in a hotel, buys gas for their vehicle, we have gained. This is economic progress and selling the wonders of Peoria. We have fine hotels, restaurants, shopping, special events, a beautiful riverfront and many other things to offer visitors and residents alike. Think what it would be like to take a trip on the trolley up the Kellar Branch to the Heights, get on a shuttle and on to Tower Park, shop the antique stores there, or further on up the line to Junction City which is currently in the middle of a wonderful redesign and additions, but still maintaining its old style charm. They are planning a fine upscale restaurant and many other amenities to attract the locals and the tourists. These tourism dollars will be more economic progress in the area.

Think of riding the trolley in the evening and dinning on the rails while trekking through the countryside up through the Kellar Branch. Something that is unusual and provocative for the area.

We already have the rails and now we have the opportunity to use them to bring Economic Development to the area and assist today's residents and those in the future. We are way ahead of the game in relation to other cities that have to start from scratch.

Along with running trolleys on the Kellar Branch we can also run freight from the riverfront to growth cell two. Having the Kellar Branch open allows for access to eight different railroads which makes the rates competitive. If we restrict Growth Cell Two to the western connection there is only one railroad running their and we are at their mercy. This causes new businesses to think twice about coming to the area if they need rail access. If we can show them we have competitive access and thus better rates and services, they are going to look more favorably to building businesses here. This will help in economic development. Bringing businesses, jobs, residents, taxpayers and putting money in the city coffers to help develop Peoria into a place you want to live in.



With both the trolley and the freight we gain business, residents, taxpayers, money into the city to benefit all.

Cleaner air, better transportation, preserving the asset of "time" for the citizens. Tourism, economic development. What more could you ask?

It is even possible to run the trail along side the tracks. Grant you there are some places that are impossible to do this, so you think outside the box and go out into the residential area for a few blocks and then come back to join the trail/track side by side. It can be done, its being done all over the country. There are more than 30 states right now that have this going on in their state. There is a freight company right here, right now, willing to help this happen using their own equipment and money. They are willing to work with the trolley and the trail and make it a three for one. Everybody benefits. Trolleys can be retrofitted to have bike carriers either on the trolley or pulling a small cart behind to carry bikes for those that would like to take the trolley part way and bike part way. Also, freight and trolley movement on the Kellar Branch makes the trail safer for hikers and bikers. They are less likely to be accosted if there is a train coming through every little while. They don't have to have a fence in-between the rail and trail, a beautiful evergreen hedge will suffice and add to the cleaner air and beauty of both.

It has been said that having a trail running down the Kellar Branch will enhance property values. Wouldn't having a trail and the trolley do the same? This is something unique to our area.

The trolleys can be run on a battery system thus emitting no fossil fuel emissions. They also come with ADA electric ramps that slide under the undercarriage of the trolley for easy loading of wheelchairs and strollers and those that can't climb steps.

LED signs can be mounted inside the cars for advertising and even to announce events that are happening in the area, thus improving tourism and locals can keep up on what is going on in the area. There would be no outside advertisement on the trolley. We want the authentic look of an antique trolley that is appealing and inviting to the public.

**Gomaco Trolley Company**  
Manufacturers of Authentic Electric Cars





### **Historic Replicas (400 series)**

HART purchased nine 400 series replica streetcars from the Gomaco Trolley Company of Ida Grove, Iowa. The streetcars are based on a design created by HART resembling the double-truck Birney Safety streetcars used on Tampa's streets between the 1920s and 1946. The numbers on the streetcars picked up where the original Tampa system left off, the final car in the original system was #427, we begin with #428.

### **TECO Line Streetcar Specifications:**

- 46-feet long and 48,000 pounds
- 8-feet 6-inches wide by 12 ½-feet high
- The capacity of each vehicle is 84 passengers (44 seated and 40 standing).
- Factory-installed air conditioning



The Tampa & Ybor City Street Railway Society Birney #163 is a fully restored original Tampa streetcar that ran on the system from 1923 to 1946. It is similar in style to our historic replicas, but smaller. This is the only restored operating streetcar in the State of Florida. It was salvaged from a backyard in Sulphur Springs in 1991, where it was first used as an apartment and then as a storage shed. Some of the wood used to restore #163 are: ash on the roof, oak flooring, cherry seats, and mahogany wall panels, window frames, and doors. It took over 10,000 volunteer hours to put #163 back on the tracks. All monies and materials were donations from our generous community. The Birney streetcar

Attached you will find research done on this project.

We have researched this and talked to the trolley company. They are more than happy to have people visit their shops. They have been in business many years and have many successful stories all over the country.

Taking a page from other cities that have trolleys running we can do what they did in getting economic development grants and other sources of funding to purchase the trolley. This means the city has no cost to buy them. If the trolley company is run by an independent company or a not for profit company the city would have no problems involved in running it.

If a freight company, such as Pioneer Industrial Railway, buys the Kellar Branch and contracts to this company to run the trolley it shares the burden of the rail and maintenance. Tracks would have to be brought up to passenger grade service, which can be done easily. Again no cost to the city because the line would be owned by the freight company. STB and FRA would regulate the way the service is run. We have been in communication with Pioneer Industrial Railway and they are willing to work with the trolley on the same tracks with their freight operation and will bring the tracks up to passenger standards and share the maintenance with the trolley company. They are also willing to assist with in-kind service to help build the trail along side the tracks. They are putting their money where their mouth is and previously had an excellent record of service to shippers over the Kellar Branch. CIRY on the other hand has a very poor service record, and is not willing to share the line with trolleys, or upgrade the track to allow it to happen.

Money, from business, tourism, ridership fees, advertising, property taxes, etc., would be going into the coffers of the city instead of coming out.

This would also benefit the trail groups because more taxpayer money would be available to maintain the trail running along side the tracks.



Summer time car



Different cars for  
Different trips



Double door style

Information on the Kellar Branch and what we have already in hand.

The Kellar Branch has access to eight railroads via neutral access with the Tazewell & Peoria Railroad (TZPR) line. Those eight railroads are: Burlington-Northern Santa Fe (BNSF), Canadian National (CN) Illinois & Midland, Iowa Interstate, Keokuk Junction, Norfolk Southern, TP&W and Union Pacific. If they take out the Kellar Branch between downtown and Pioneer Park and rely solely on the spur from the west, there will only be access to one rail line: Union Pacific (UP). That means competition is eliminated and tariffs go up. That hurts existing businesses, and, in fact, it could put them out of business.

Contrary to the opinion of some "The key to lowering freight rates to the area is getting more rail customers in Pioneer Industrial Park, to make it more cost-effective for the big fish UP," monopoly power doesn't work that way. For example, every resident in Peoria is captive to AmerenCILCO, but that doesn't seem to be lowering their rates, does it? Few if any rail-served businesses are going to want to locate in that area of town especially not when they can easily go to Pekin or Rochelle and get competitive rail access. There goes the businesses out of our grasp along with the workers, their homes here and their business here in our community.

That hurts Peoria, because it means lower-paying service-sector businesses likely will be built in Growth Cell Two instead. Worse, it will probably just be businesses relocating within Peoria like Menards will be doing soon a little north of Pioneer Park. Higher-paying industry jobs attract new residents to the Peoria area, which means more well-paid people on the tax rolls; no one will move here to work at Wal-Mart.

Some believe that Peoria could use light rail transit right now. Even if you don't agree, there's ample evidence that the city could use light rail transit in the future as the city continues to expand and grow in population. To put light rail in from scratch would be extremely expensive in land acquisition and construction costs, but to use an existing rail corridor through the heart of the area would only take some upgrading of the rails and crossings. The environmentally conscious among us should certainly be able to see the benefits of light rail mass transit and the positive effect on the environment.

If the city were to sell the Kellar Branch, it could get at least \$565,000 for it - the standing offer from Pioneer Railcorp. If the city were to lease the Kellar Branch to a rail operator, it would have a steady long-term revenue.

Not being able to attract light industry, manufacturing, or warehouse/distributing tenants to the Pioneer Park or Growth Cell Two area would mean a tremendous loss of private investment in the Peoria area. One need look no further than Davenport, Iowa, for an example of what kinds of tenants can slip away when you don't have rail service; the Quad City Times reported on August 2, 2005.

Among the lost opportunities was a \$21 million distribution center for Ferguson Enterprises, a plumbing and heating supply distributor, that had the Davenport Industrial park on its final list. But the project went to Waterloo, Iowa, last year because the Eastern Iowa Industrial Park did not have rail service.

As a result, Davenport is building a \$4.66 million rail extension to their industrial park. Peoria, on the other hand, already has a rail line with tremendous advantages - the aforementioned neutral access to eight line-haul carriers. If Peoria were able to attract a distribution center like Ferguson Enterprises, that would be \$21 million in private development for Pioneer Park/Growth Cell Two. Wouldn't you like to have that and the jobs that come with it?

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1) Kellar Branch conversion: The opponents of this plan that I know (including myself) are not against a trail *per se*, but rather for using this rail line for economic development. The path can be built next to the rail or along a different route, but an asset like a rail line with neutral access to eight line-haul carriers can't be replaced. The rail line not only serves Carver Lumber, but can attract light industry and manufacturing companies (read: jobs) to Pioneer Park and other points along the line, such as the newly-vacant Cohen's furniture warehouse in the Heights. Already there are two new companies on the Kellar Branch that want to use rail service. It would be foolish to throw away this asset.

Attached you will find research done on this project.

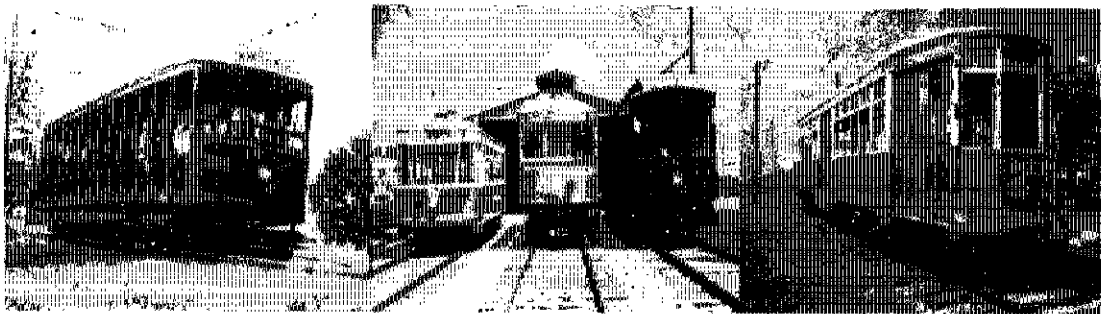
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Money, from business, tourism, ridership fees, advertising, property taxes, etc., would be going into the coffers of the city instead of coming out.

This would also benefit the trail groups because more taxpayer money would be available to maintain the trail running along side the tracks.





### **A short history of streetcars**

**1832-1834 --** The first tram lines, pulled by horses, were built in 1832 in New York City and in 1834 in New Orleans.

**1873 --** Cable cars debuted in 1873 in San Francisco. The cable moved continuously; cars started and stopped by gripping and ungripping the cable.

**1880-1888 --** The first electric trams opened in Saint Petersburg, Russia, in 1880, and in Richmond, Va., in 1888.

**1920s --** Streetcars had their golden age in the 1920s. They were gradually replaced as cars and buses became more popular.

**2000-2001 --** Kenosha, Wis., revived streetcars in 2000, and a year later Portland, Ore., opened a large streetcar system that connected to its light rail system.

**Streetcar --** Also called a tram or trolley. It runs on rails that are embedded about six inches in the ground. There are two main types: a modern car that resembles a monorail car and a traditional, vintage trolley car. Some cars run on batteries and go shorter distances. Cities with streetcars include San Francisco, Portland, Ore, and New Orleans.

**Light rail --** Some consider this to be synonymous with streetcar, but light rail generally is bigger and heavier, with deeper tracks, and runs further.

**Monorail --** An electric rail system that runs on one rail or beam -- either overhead or underneath the carriage. Monorails are used in Las Vegas and Seattle, and at amusement parks.

### **Streetcar Station Stops**

The TECO Line Streetcar System offers 10 station stops along its 2.4-mile route. Five stops are located in Tampa's Channel District, four are in historic Ybor City and one is downtown. The stations reflect the design characteristics of the district where they are located and incorporate public art elements that celebrate the lives of Tampa and Ybor City workers.

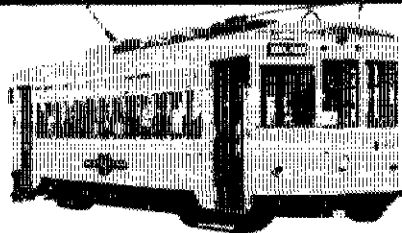
The Channel District station stops have a contemporary design with stainless steel roofs, aqua marine terrazzo, sky blue soffits and wave-shaped benches. Three of the Channelside stations include public art elements – hand designed terrazzo orange crates recall the importance of the citrus industry and function as seating options.

Ybor City station stops capture the look of old fashioned train sheds. The architectural elements include brick, wrought iron, and wood roofs covered with slate shingles. For Ybor City's station stops, the chairs of cigar factory workers were replicated in bronze. To recall the lector, who was paid by the cigar workers to read from novels and daily newspapers, selections of poetry by Tampa Bay area poets written in English, Spanish and Italian, are engraved on each of the chairs.

The downtown Tampa station stop, located at Southern Transportation Plaza on St. Pete Times Forum Drive between Franklin Street and Florida Avenue, is housed inside a glass and steel dome. Twelve lighted sentinels serve as functional art at this site.

Southern Transportation Plaza serves as an intermodal facility providing access and connection between pedestrians, streetcars, Hillsborough Area Regional Transit (HARTline) buses and taxis. The streetcar alignment crosses the site diagonally to allow for later extension of the system. Each station stop offers benches, information kiosks and canopies.

**Think what we can do with station stops here in Peoria.**



## STREETCAR INTERIOR ADVERTISING PROGRAM

The TECO Line Streetcar System offers a cost effective way to target advertising to area visitors, workers, shoppers, students and others in the Tampa Bay Area. More than 430,000 rides annually are taken on the streetcar system, providing advertisers with tremendous exposure.

The TECO Line Streetcar System runs daily along a 2.4-mile route connecting downtown Tampa, the Channel District and Ybor City. The service is seven days a week, with extended hours on the weekends.

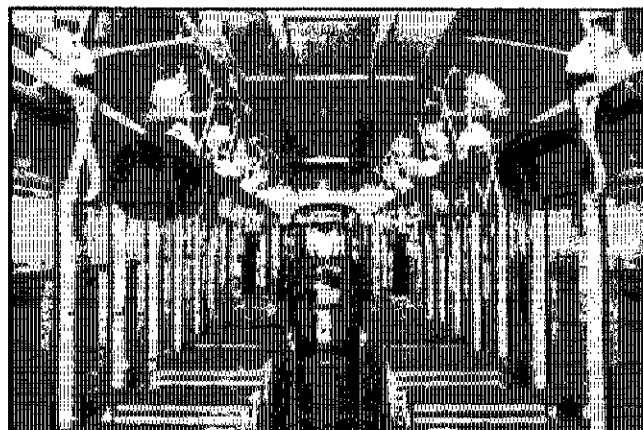
A few details about our patrons:

32% board the streetcar spontaneously, without  
a specific destination

48% are from within Florida

52% are visitors from outside of Florida

80% travel in groups of two or more people.



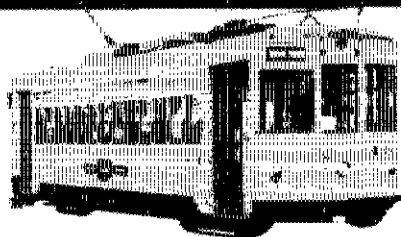
The TECO Line Streetcar System is operated by the Hillsborough Area Regional Transit Authority (HART) under contract to Tampa Historic Streetcar, Inc. The mission of the Tampa Historic Streetcar, Inc. (THS) is to offer a dynamic new component to Tampa's transportation system by providing attractive, reliable, comfortable, convenient and safe streetcar service to local residents and visitors alike.

201 E. KENNEDY BLVD., SUITE 900, TAMPA, FL 33602 (813) 223-6831  
[WWW.TECOLINESTREETCAR.ORG](http://WWW.TECOLINESTREETCAR.ORG)

STREETCAR



SYSTEM



# STREETCAR INTERIOR ADVERTISING PROGRAM RATES

## Advertising

Advertising rates includes placement on all streetcars.

### **Commercial Advertisers**

\$300.00 per month- includes placement of one Interior Ad Card in nine streetcars.

### **Non Profit Organizations**

\$100.00 per month- includes placement of one Interior Ad Card in nine streetcars. Requires proof of 501(c)3 status.



## Discounts

For an advertiser with six-month or longer contract, there is a five percent discount; for 12-month contracts, the discount is ten percent.

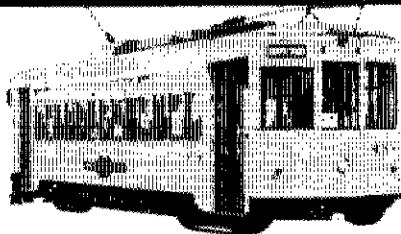
## Production Responsibility

The advertiser is responsible for the cost of design, production, and installation/removal of the cards.

**\$150: Installation** includes installation, removal, and quality assurance by HART. Design and production by outside services.

201 E. KENNEDY BLVD. SUITE 900, TAMPA, FL 33602 (813) 223-6831  
WWW.TECOLINESTREETCAR.ORG





# STREETCAR INTERIOR ADVERTISING PROGRAM

## Sign Specifications and Requirements

It is the responsibility of the advertiser to have the signs printed and delivered to HART at least one week prior to the desired installation date. Signs will not be returned to the advertiser upon completion of the contract unless requested by the advertiser in the contract.

### Specifications:

#### Number of Cars

9 cars, with four cars regularly in service.

#### Size

Display Frame is 27 inches wide by 11 inches high (actual board size).

#### Copy Space

26 1/2 inches wide by 10 3/4 inches high

#### Material

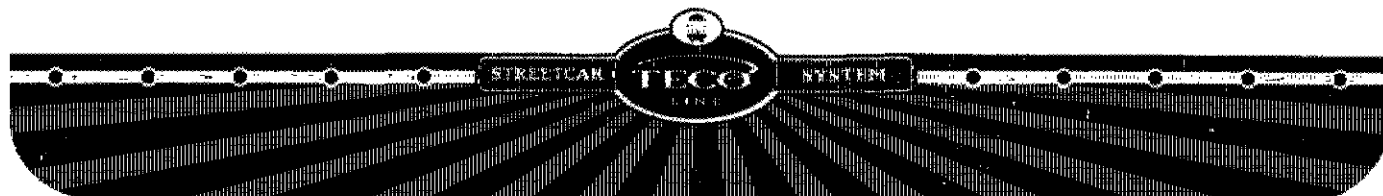
Cards will be printed on standard performance material, mounted to 1/16" or 1/32" styrene and trimmed to 11" X 26.5".

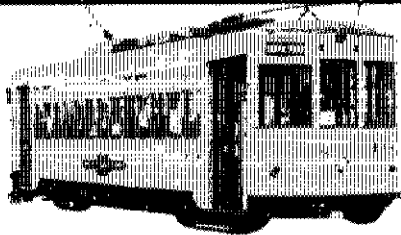
Prior written approval from HART is required for any other material.

#### Finish

Matte

201 E. KENNEDY BLVD. SUITE 900, TAMPA, FL 33602 (813) 223-6831  
WWW.TECOLINESTREETCAR.ORG





# STREETCAR INTERIOR ADVERTISING PROGRAM TERMS

## Terms

Payment in full is required prior to the installation of the interior ad cards.

## Restrictions

HART shall approve in advance of production all design of the interior ad cards. The advertiser shall not use defamatory, libelous, slanderous, obscene, religious or political advertising. HART does not accept tobacco or alcoholic beverage advertising. It will be HART's sole discretion to determine if the advertisement meets HART's standards as set forth above. Advertising deemed by HART to be distasteful or controversial will not be permitted. A copy of the full advertising content policy is available upon request and at [www.tecolinestreetcar.org](http://www.tecolinestreetcar.org).

## Additional Information

Contact Toni Short at  
HART, 201 East Kennedy  
Boulevard, Suite 900,  
Tampa, Florida 33602 or  
call (813) 223-6831 ext.  
2206.



201 E. KENNEDY BLVD. SUITE 900, TAMPA, FL 33602 (813) 223-6831  
[WWW.TECOLINESTREETCAR.ORG](http://WWW.TECOLINESTREETCAR.ORG)





HART on behalf of the TECO Line Streetcar System agrees to install the below described interior advertising card display(s) hereinafter called the "display", in conformity with the specifications and conditions set forth herein. For this installation the advertiser or agency agrees to pay the billing rate indicated below. The advertiser or agency agrees to furnish own displays. All displays must be delivered to HART's designee at least one week prior to the desired installation date. Displays will not be returned to the advertiser upon the expiration of the contract unless requested.

- Commercial Advertiser Rate: ☐ \$300.00 per month – one display in each of the nine streetcars.  
Non Profit Rate: ☐ \$100.00 per month - one display in each of the nine streetcars.  
Installation Fee: ☐ \$150.00 – a one time fee for installation, maintenance and removal one display in nine vehicles.

Terms: The contract payment and installation fees are due when the displays are delivered to HART prior to installation.

**Delivery Location:**

Hillsborough Area Regional Transit  
201 E. Kennedy Blvd., Ste. 900  
Tampa, FL 33602  
Attn: Toni Short  
(813) 223-6831 ext. 2206

<b>Advertiser Rate:</b>	\$300 x _____ months = \$ _____
	\$100 x _____ months = \$ _____
	\$150 installation rate = \$ _____
	<b>TOTAL</b> = \$ _____

Advertiser/ Agency \_\_\_\_\_

Non Profit Tax Identification Number \_\_\_\_\_

Installation Date: \_\_\_\_\_ Length of Contract: \_\_\_\_\_ Removal Date: \_\_\_\_\_

Display Specifications: actual board size - 27"W x 11"H / visual area - 26½"W x 10¾"H

Cards printed on standard performance material, mounted to 1/16" or 1/32" styrene and trimmed to 11" x 26.5".

Finish: Matte

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

HART Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_


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## Streetcar Interior Advertising Program

The TECO Line Streetcar System offers a cost effective way to target advertising to area visitors, workers, shoppers, students and others in the Tampa Bay Area. More than 425,000 rides annually are taken on the streetcar system, providing advertisers with tremendous exposure.

The TECO Line Streetcar System runs daily along a 2.4-mile route connecting downtown Tampa, the Channel District and Ybor City. The service is seven days a week, with extended hours on the weekends.

At this time details about our passengers:

32% board the streetcar spontaneously, without a specific destination

48% are from within Florida

52% are visitors from outside of Florida

85% travel in groups of two or more people.

The TECO Line Streetcar System is operated by the Hillsborough Area Regional Transit Authority (HART) under contract to Tampa Historic Streetcar, Inc. The mission of the Tampa Historic Streetcar, Inc. (THS) is to offer a dynamic new component to Tampa's transportation system by providing attractive, reliable, comfortable, convenient and safe streetcar service to local residents and visitors alike.



## Rates

### Advertising

Advertising rates includes placement on all streetcars.

### Commercial Advertisers

\$300.00 per month- includes placement of one Interior Ad Card in nine streetcars.

### Non Profit Organizations

\$100.00 per month- includes placement of one Interior Ad Card in nine streetcars. Requires proof of 501(c)3 status.

### Discounts

For an advertiser with six-month or longer contract, there is a five percent discount; for 12-month contracts, the discount is ten percent.

### Production Responsibility

The advertiser is responsible for the cost of design, production, and installation/removal of the cards.

\$150: Installation includes installation, removal, and quality assurance by HART. Design and production by outside services.





## Sign Specifications and Requirements

It is the responsibility of the advertiser to have the signs printed and delivered to HART at least one week prior to the desired installation date. Signs will not be returned to the advertiser upon completion of the contract unless requested by the advertiser in the contract.

[Click here](#) for document specifications.

## General Specifications:

**Number of Cars** 9 cars with four cars regularly in service.

**Size** Display Frame is 27 inches wide by 11 inches high (actual board size).

**Copy Space** 26 1/2 inches wide by 10 3/4 inches high

**Material** Cards will be printed on standard performance material, mounted to 1/16" or 1/32" styrene and trimmed to 11" X 26.5". Prior written approval from HART is required for any other material.

**Finish** Matte

## Terms

## Terms

Payment in full is required prior to the installation of the interior ad cards for contracts under six months. For contracts six months and higher billing will be conducted quarterly.

## Restrictions:

HART shall approve in advance of production all design of the interior ad cards. The advertiser shall not use defamatory, libelous, slanderous, obscene, religious or political advertising. HART does not accept tobacco or alcoholic beverage advertising. It will be HART's sole discretion to determine if the advertisement meets HART's standards as set forth above. Advertising deemed by HART to be distasteful or controversial will not be permitted. A copy of the full advertising content policy is available upon request.



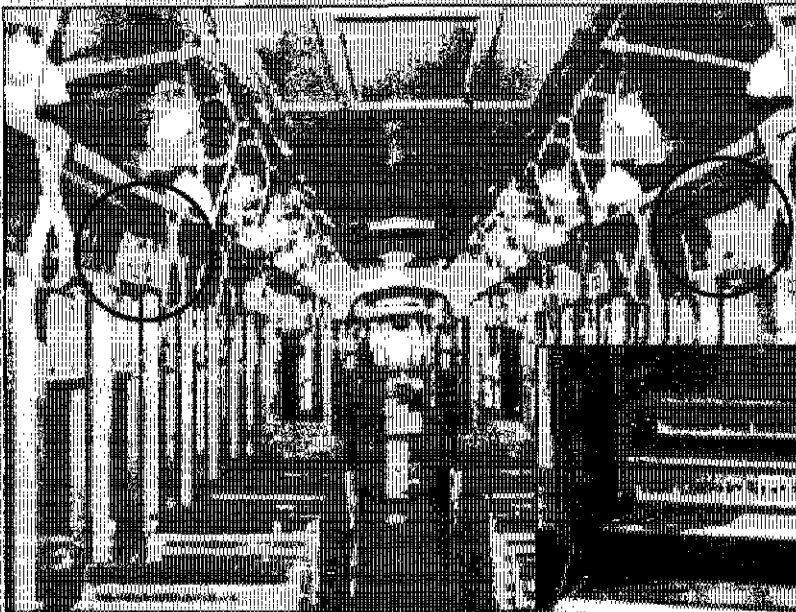
[Click here](#) to download the order form

[Click here](#) for a printable version of this document

## Additional Information

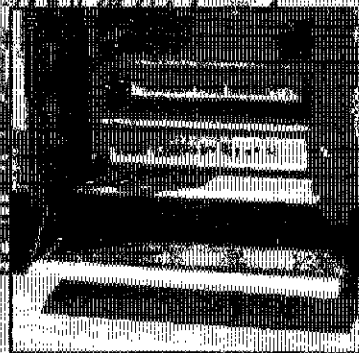
Contact Toni Short at (513) 385-7128, or e-mail [tonishort@hcn.net](mailto:tonishort@hcn.net)

# INTERIOR ADVERTISING



The TECO Line Streetcar System offers a cost-effective way to target advertising to area visitors, workers, shoppers, students and others in the Tampa Bay area. More than 430,000 rides are taken annually on the Streetcar system, providing advertisers with tremendous exposure.

The TECO Line Streetcar runs daily along a 2.4-mile route connecting downtown Tampa, the Channel District and Ybor City. The service runs seven days a week, with extended hours on the weekends.



## A few details about our riders:

- 32% board the Streetcar spontaneously, without a specific destination
- 52% are visitors from outside Florida
- 48% live in Florida
- 80% travel in groups of two or more

Put your message inside one of our Streetcars and be a part of Tampa's history and its future while you attract new customers.

## ADVERTISING SPECIFICATIONS

### LIVE AREA

26" wide x 10" tall with a 4" x 3/4" crop in upper right-hand corner  
Outside dimensions 36.5" wide x 11" tall

Interior • Note: Color or photos may go beyond live area, but text and logos should not fall outside it; no bleed needed

### LIVE AREA

35.5" wide x 5.5" tall  
Outside dimensions 36" wide x 5" tall

Step • Note: Color or photos may go beyond live area, but text and logos should not fall outside it; no bleed needed

The TECO Line Streetcar System is operated by the Hillsborough Area Regional Transit Authority (HART) under contract to Tampa Historic Streetcar, Inc. (THS). The mission of THS is to offer a dynamic component to Tampa's transportation system by providing attractive, comfortable, convenient and safe streetcar service to visitors and local residents.

# EXTERIOR ADVERTISING



The TECO Line Streetcar System offers a cost-effective way to target advertising to area visitors, workers, shoppers, students and others in the Tampa Bay area. More than 430,000 rides are taken annually on the Streetcar system, providing advertisers with tremendous exposure.

The Streetcar's iconic look is a reminder of the area's rich history, and the system is an integral part of the city's multi-modal future. Today, the Streetcar carries riders efficiently through Channelside, Ybor City and downtown. Planned expansions will take the Streetcar even further into downtown. Planned residential development in the Channelside district will make this mode of transportation even more critical in the future.

Look at the numbers for the area the Streetcar serves:

- 5,785 condo units planned for this area over the next three years
- 12,000 new residents moving into the Channel District over the next three years
- 872,000 cruise passengers use the Port of Tampa each year
- 86,000 people come to downtown Tampa each year for conventions
- The St. Petersburg Times Forum arena filled to 91.7% capacity during the 2005-2006 season and was the first team in NHL history to increase attendance for six consecutive years

Advertiser receives two illuminated top boards, maximizing exposure both day and night. Put your message on top of one of our Streetcars, and be a part of Tampa's history and its future while you attract new customers.

## ADVERTISING SPECIFICATIONS

### LIVE AREA

35.5" wide x 5.5" tall

Outside dimensions 105" wide x 25" tall • Final visible area 106" wide x 24" tall

**Topper** - Note: background should bleed to outside dimensions, but text and logos should not fall outside live area

The TECO Line Streetcar System is operated by the Hillsborough Area Regional Transit Authority (HART) under contract to Tampa Historic Streetcar, Inc. (THS). The mission of THS is to offer a dynamic component to Tampa's transportation system by providing attractive, comfortable, convenient and safe streetcar service to visitors and local residents.

# FRONT/REAR ADVERTISING



The TECO Line Streetcar System offers a cost-effective way to target advertising to area visitors, workers, shoppers, students and others in the Tampa Bay area. More than 430,000 rides are taken annually on the Streetcar system, providing advertisers with tremendous exposure.

The Streetcar's iconic look is a reminder of the area's rich history, and the system is an integral part of the city's multi-modal future. Today, the Streetcar carries riders efficiently through Channelside, Ybor City and downtown. Planned expansions will take the Streetcar even further into downtown. Planned residential development in the Channelside district will make this mode of transportation even more critical in the future.

Look at the numbers for the area the Streetcar serves:

- 5,783 condo units planned for this area over the next three years
- 12,000 new residents moving into the Channel District over the next three years
- 812,000 cruise passengers use the Port of Tampa each year
- 86,000 people come to downtown Tampa each year for conventions and meetings
- The St. Petersburg Times Forum arena filled to 91.7% capacity during the 2005-2006 season and was the first team in NHL history to increase attendance for six consecutive years

Put your message on the front and back of one of our Streetcars, and be a part of Tampa's history and its future while you attract new customers.

## ADVERTISING SPECIFICATIONS

### LIVE AREA

23.75" wide x 24.5" tall  
Outside dimensions 34.75" wide x 25" tall

Front/Rear: Note: Color or photos may go beyond live area, but text and logos should not fall outside it; no bleed needed



# FARE CARD ADVERTISING

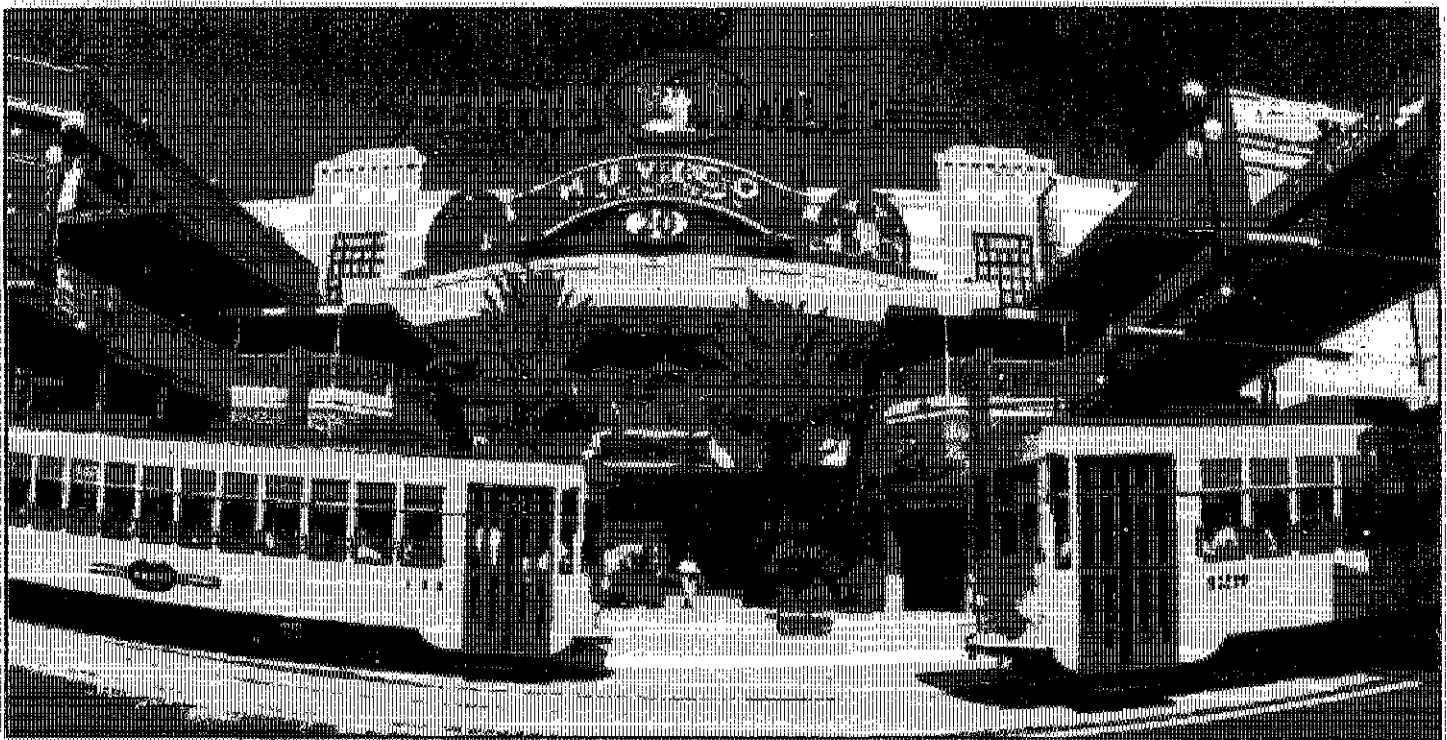


Imagine the power of having each of the approximately 430,000 people who ride Tampa's Historic Streetcar each year see your business name.

As the exclusive fare card advertiser, you can solidify your stronghold on the tourism market by having your company's message on every one-day unlimited pass sold. Create a coupon or offer an incentive to drive customers to your business. You'll also get one interior advertising card in each of our Streetcars, and a link on our Web site.

The TECO Line Streetcar System is operated by the Hillsborough Area Regional Transit Authority (HART) under contract to Tampa Historic Streetcar, Inc. (THS). The mission of THS is to offer a dynamic component to Tampa's transportation system by providing attractive, comfortable, convenient and safe streetcar service to visitors and local residents.

# RATE CARD



Interior (excludes installation)	
Commercial monthly	\$300
Non-profit monthly	\$100
One-time installation fee	\$150

Top Panels	
Three months*	\$7,500
Six months*	\$12,000
Nine months*	\$15,750
Twelve months*	\$18,000
Production cost	\$1,000

Front/Rear Panels	
Monthly	\$300
One-time installation fee	\$150

Fare Card (for 2000-2001)	
One year	\$10,000

Station	
Five-year contract	\$50,000/year

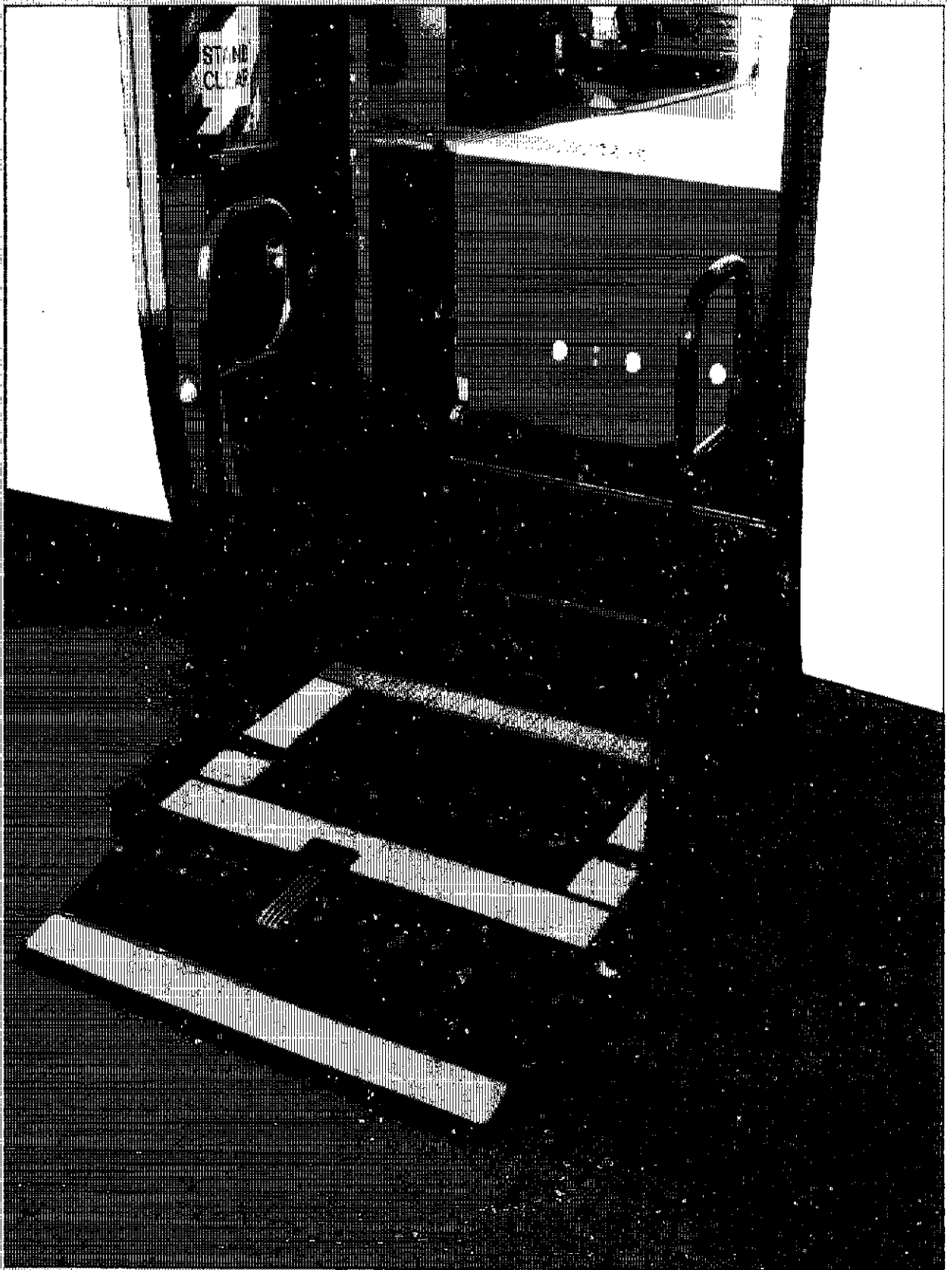
Step Panels	
Monthly	\$300
One-time installation fee	\$150

\*Does not include production cost

# Model: LU12 STEP / PLATFORM LIFT

LIFT-U  
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LIFT-U<sup>®</sup>

10/10/95



**FMVSS 403 Compliant**

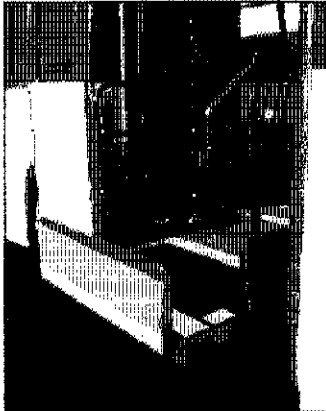
Lift-U: A Division of Hogan Mfg., Inc.



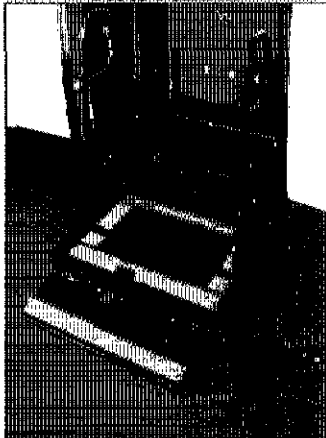
**The Lift-U® model LU-12 Wheelchair Lift, is our STEP / PLATFORM onboard lift. The lift can be mounted either at the front or rear door entrance. While in the stowed position, the wheelchair lift becomes the steps of the bus. When deployed, the lift extends horizontally with the steps forming the platform and lowers to ground level, or raises to bus floor level.**

#### **LIFT SPECIFICATIONS**

- 600 pound load capacity
- Platform Dimensions
  - 34" wide at platform surface
  - 49" Length between safety barriers.



Floor Position



Deployed Position



Stowed Position

#### **STANDARD FEATURES**

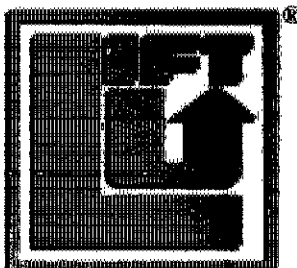
- Lift meets 1800 pound static proof load and 2400 pound static ultimate load test requirements
- Tall rugged Outboard Barrier automatically forms when lift platform is off the ground and meets 1600 pound force requirement
- Interlocked outboard barrier
- Handrails capable of withstanding 250 pounds of force in any direction
- Threshold warning sensor included
- Steel components electrostatically powder coated or plated to resist corrosion
- Hydraulically powered - Electronically controlled
- Passenger sensor - Will not allow steps to form when platform is occupied
- lift control logic will not allow unintentional improper lift sequencing
- Stainless Steel options available
- Manual hand pump for emergency backup operation

#### **POWER SOURCE OPTIONS**

- Electric driven hydraulic pump - 12 or 24 VDC

#### **LIFT-U® LU12 IS DESIGNED TO THE FOLLOWING REGULATIONS:**

- FMVSS 403 Federal Motor Vehicle Safety Standards 49 CFR 571.403
- ADA - Americans with Disabilities Act
- CHP - California Highway Patrol Title 13, California Code of Regulations (13 CCR) - California Vehicle Code (CVC) Section 34501.1
- FTA - Federal Transit Administration Guidelines (DOT-T-93-03)



**LIFT-U®**  
 A Division of Hogan Mfg., Inc.  
 P.O. Box 398  
 Escalon Ca. 95320-0398  
 Telephone (209)-838-7323  
 Fax 209-838-8648  
 Email: [liftu@hoganmfg.com](mailto:liftu@hoganmfg.com)  
 Website: [www.hoganmfg.com](http://www.hoganmfg.com)

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Updated: July 20th, 2006 04:21 PM PDT

## **Developing Transit**

**Transit-Oriented Development, Joint Development and Housing**

By Paul L. Marx, Effie Stallsmith and Maria V. Zimmerman

The general perception, even among most transit agencies, is that transit's role in land use is limited. What role there seems to be results most directly from joint development opportunities on land surrounding transit stations. But is that the whole story? Work by Cervero,<sup>1</sup> Deakin<sup>2</sup> and others indicate that proximity to transit raises property values and occupancy rates for residential and commercial properties. The new Center for Transit-Oriented Development has done case study research for the U.S. Environmental Protection Agency in places such as Hoboken, N.J., and Evanston, Ill., and shown similar effects. So how does transit affect land use, and can a transit system behave proactively to influence the type of development that occurs around its major transit facilities? By facilities we mean everything from a multi-bus route exchange center to a central business district facility where multiple transit and intercity modes converge. These might be found anywhere from a growing suburb<sup>3</sup> to a major downtown.<sup>4</sup>

An integral component of development around transit in many cases is housing. It can be the primary component of a development, or it can be the basis for a density bonus or other incentive offered to a developer. Generally, when we talk about housing in a development it is understood to be a unitary thing. That is, the discussion quickly becomes one of single family detached, or single family townhomes, or multi-unit housing (apartments). There is rarely a discussion of all three types of housing in the same development, and rarer still is the discussion of mixing housing with any other type of structure such as offices or retail. Yet, before the advent of the automobile, that is how our grandparents lived. Judging by the high prices of residences in New Town Center developments around the country, it is also how the current generation increasingly wants to live. It even has an acronym: TOD.

But, in the current development environment, there is a strict progression of project return. Commercial office space has the highest rate of return – often in the double digits. One anchor tenant can assure the profitability of a new office building. Residential development is not quite so lucrative, but the average return within five years is just under 10 percent. The lowest rate of return is earned on retail space, which has the highest risk of failure – not from construction risk but rather the failure of its tenants. Is it any wonder, then, that developers will specialize in what they know, and avoid that which has the least return? Only when the return is virtually assured (again, the “anchor tenant” concept) will the developer include retail space in a commercial or residential development.

How is a transit agency or a local economic development corporation going to overcome such a market? The method may depend on that acronym: TOD. The transit service provides connection to a wide variety of life needs, higher property value and higher volumes of people. At the same time, the transit service can't really function unless it serves a broad range of activities. If all of the TODs are residential, there is no reason for anyone to use the transit system except for visits with friends and neighbors. However, when stations have a mix of uses, including offices, residences, retail and services transit seems to work best. There are ample reasons for people to use the transit system and there are ample places for the transit system to connect.

### **TOD and Joint Development**

Transit-oriented development (TOD) is simply the design and construction of buildings, streets, parks and other aspects of a real estate development that are centered on, and depend upon, a public transportation facility. In such a development there is pedestrian, bicycle, bus, maybe taxi and other modes of access to the transit service. The buildings in the development contain a variety

of household and community needs, including employment, entertainment, education, medical services, shopping and so on. And the community is designed in such a way as to maximize the opportunities for satisfying daily needs on foot as often as possible. In a TOD community, streets may even be designed to slow automotive traffic, and parking may only be available on side streets or in discreet parking garages, hidden behind buildings that are scaled for pedestrian comfort and convenience.

One such community is King Farm, in Gaithersburg, a distant suburb of Washington, D.C., in Maryland. This is a substantial community that was designed to take advantage of a light rail system that is planned for some time in the future, to connect two branches of the Washington Metro system. The farm became available many years before the light rail system could be built, but a right-of-way for the eventual light rail is preserved in the main entrance of the community. The neighborhood combines single-family detached housing with townhouses and apartment buildings, none of which exceed five stories in height. Public areas and linear parks are all connected through the middle of the community, and they provide access to a wide variety of daily needs. Until the light rail comes, residents may access the Metro station just one mile away, though it does take either the car, bicycle or a bus ride to do so.

The interesting thing about this community is that it is designed to accommodate a mix of income levels. Gaithersburg has one of the highest per-capita household income levels in the country, and real estate prices reflect this. Before a majority of the houses were completed, they sold for more than \$400,000, and this was before the recent run-up in home values. However, Montgomery County has an affordable housing requirement for major developments. Depending upon whether any density bonuses are provided to the developer, between 12.5 percent and 15 percent of the new dwelling units must be "moderately priced dwelling units" or MPDUs. These may be for sale or for rental, and are intended to be offered to families earning 65 percent of the median household income for the area. The MPDUs must be built within the development and at the same time as other units.

The way this is done is essentially to reduce the cost of the MPDU as compared with the market-priced units. The square footage per room may be reduced, the grade of flooring or appliances may be standard rather than deluxe, and there may not be a finished basement or attic. One common cost reduction is to not provide a garage. The developer cannot, usually, segregate the affordable housing from the rest of the community. This has led to interesting architectural solutions, where the affordable units are fully integrated into the surrounding structures, masking reductions in space or amenity. From the street, it is difficult to tell an affordable apartment or townhouse from a market priced one.

The Montgomery County system includes an equity recovery period in the for-sale MPDUs. If the owner sells the unit within the first three to five years, the bulk of any equity in the property will return to the county to support additional housing. However, if the owner retains the property for five years or more, an increasing percentage of equity and value accrue to the owner's credit. After 10 years, all net proceeds devolve to the owner. Between 200 and 250 candidate families are evaluated on the basis of income, stability and other factors for each 100 available MPDUs.

#### **Joint Development**

Joint development is not quite a subset of TOD. It is the development of property owned by the public transit agency. Yes, it may surround or be proximate to a transit station, but it has often been undertaken to raise revenue more than to influence development. Examples of joint development include the Dadeland North station in Miami, where the transit agency shares in the net profit of a vertical shopping mall next to the station; or underground station entrances paid for by shopping centers. In neither example were any parking spaces forgone as a result of the better transit connection. However, in recent years public transit agencies have taken a firmer stand and begun to plan for

development that raises revenue, provides new transit riders and builds community. In Portland, Ore., for example, most of the Westside MAX stations were offered for joint development as an inducement to attract transit-oriented developments beyond the station areas. This led to almost as much private sector investment along the Westside MAX as the alignment itself cost to build.<sup>5</sup>

Joint development is encouraged by the Federal Transit Administration (FTA) because it has the potential to increase the local base of choice transit users, and because it may generate revenue from ground rents or other arrangements that can support the transit system's operations over time. In 1997, FTA published its revised Joint Development Policy, to provide support for transit agencies seeking to develop property they had acquired with federal funds. Some of the techniques mentioned in the guidance included sales of air rights, ground leases, shared use facilities and the exchange of properties to facilitate development. The Urban Mass Transit Act of 1974 provided the authority for this policy, which encouraged the use of public transit investment as a tool for urban revitalization.<sup>6</sup> With its policy of 1997, FTA introduced the concept of "highest and best transit use," which was intended to support projects that were more transit-oriented.

One transit agency that took advantage of this policy was the Valley Transit Authority (VTA) in Santa Clara County, Calif. This agency had a seven-acre surface parking lot at its Ohlone-Chynoweth station which was never fully used. Most days the lot was less than one-half full. VTA applied to FTA for funding to reorganize the parking area for more efficient bus access, so that it could offer the parking lot as a joint development opportunity. During the public hearing process, VTA was approached by a neighboring property owner with an offer to combine properties for a single development. The neighboring property was nearly 11 acres. Eden Housing,<sup>7</sup> an affordable housing developer, was selected once the project was approved. Neighbors in the nearby single-family residential area were particularly concerned about the new development "fitting" into the context of the existing community. When completed, the development included 330 affordable low and medium-density housing units,<sup>8</sup> 4,400 square feet of retail space and a day care center. The development was centered on the station, with a pedestrian plaza that connects with the property next door. The continuation of the development included more medium-density residential property (27 units per acre), as well as mixed retail/residential and retail/commercial space.

And, although not as easy to do as with a fixed-guideway system, joint development can indeed jump-start bus transit-oriented development that creates jobs while connecting people to them.<sup>9</sup> The Linden Transit Center in Columbus, Ohio, is one such project. Through a unique partnership with the Columbus Urban Growth Corporation and the Greater Linden Development Council and the Central Ohio Transit Authority (COTA) the center includes a bank, a day care center, a Children's Hospital clinic, and it serves as a community meeting place and a voting center. The center was the first piece of the larger "Four Corners" revitalization project to be developed that now includes a large neighborhood police station, Columbus Metropolitan Housing Authority, an office building, an insurance office and other retail. The Four Corners development is also connected to a Department of Housing and Urban Development (HUD) HOPE VI housing project. Currently, COTA has built three mixed-use transit centers in the Columbus area.

In 2001, the Columbus City Council adopted Traditional Neighborhood Development, Columbus City Codes Chapter 3320 that encourages more compact, transit-oriented, pedestrian friendly, mixed-use, and sustainable neighborhoods.<sup>10</sup> In its 2005 HUD USER publication, HUD reported that in Columbus, Ohio, its HOPE VI rebuilt not only the distressed Windsor Terrace development but also the surrounding South Linden neighborhood; new investment via a neighborhood transit center, fire station and police station helped local factory owners decide to refurbish their plant in South Linden rather than relocate to the suburbs.<sup>11</sup> All of these projects have the same thing in common — they took place

on or around a transit project and on property originally acquired with federal grant funds.

#### **Changing Market spurs demand for housing near transit**

The housing market in America is changing dramatically as American households get older, smaller and more ethnically diverse. These shifting demographics are fundamentally re-scripting the American Dream. Households today, where families may have two working parents, or consist of empty-nesters; or other households with no children are struggling to balance both household budgets and busy schedules. Spending more than 52 hours a year stuck in traffic, and paying more in gasoline costs to live in that house in the suburbs is causing many Americans to rethink where and how they want to live.

Single adults will soon be the new majority household in this country. Married couples with kids — a demographic group that made up the vast majority of households a century ago — now sum up to just 25 percent, a number expected to drop to 20 percent by 2010. At the same time these shifts in household composition are happening, so too is there a shift in the ethnicity of households. The nation's population is becoming increasingly diverse, with almost half the population expected to be non-white by 2050.

As a result of these shifts, households today, both buyers and renters, are exhibiting different interests: in smaller homes, or homes designed to accommodate multiple generations or homes that offer a more convenient lifestyle — with shopping, entertainment, culture, sidewalk cafes, public services and parks all within walking distance. Households also want more transportation options and housing choices — including lofts, live-work spaces, townhomes, row houses, courtyard housing and other types suitable for walkable, higher-density urban neighborhoods. A recent poll for a national media outlet found that 63 percent of those surveyed “would gladly trade square footage for less time on the road.” (Parade May 21, 2006)

The market is responding to this fundamental shift. A 2004 national TOD market study estimates at least a quarter of all households entering the market could be looking for housing in the half-mile radius around transit and train stations in the next 20 years. (Center for Transit Oriented Development, Hidden In Plain Sight, 2004) Accommodating this demand would necessitate doubling the amount of housing, or building an additional 2,100 housing units at every one of the approximately 4,000 existing and planned rail stations in the United States. Real estate investment experts, including PricewaterhouseCoopers and Jones Lang LaSalle, advise investors to choose 24-hour cities with mixed-use and transit access. Locations near transit have been rated the No. 1 choice for all types of development in the 2005 and 2006 editions of Emerging Trends in Real Estate, published by PricewaterhouseCoopers and the Urban Land Institute.

The geographic areas expected to generate the most demand include the five regions with extensive systems (New York, Boston, Philadelphia, Chicago, San Francisco), the three regions with large and growing systems (Los Angeles, Washington, D.C., and Portland), and two regions with medium-sized but growing systems (Dallas and Miami).

But all of the regions that are expanding their transit systems have the potential for high rates of growth in demand. Even some metropolitan areas with small but expanding systems — such as Denver, Salt Lake City and Seattle — will see particularly high rates of growth in demand due to high rates of population growth. Most of the metro areas that are likely to emerge as significant new markets for housing in transit zones lie in the Sun Belt, and include Atlanta, Houston, Phoenix, Tampa, San Diego, Las Vegas, Charlotte and Sacramento. For example, Houston's downtown population growth was among the highest in the nation between 1996 and 1998.<sup>12</sup>

With this shift in demand we are also seeing a stunning increase in property values in transit-oriented developments. \* In Dallas, the median values of residential properties increased 32.1 percent within a

quarter-mile radius of DART rail stations compared to 19.5 percent in the control group between 1997 and 2001. For office buildings, the increase was 24.7 percent for properties near DART versus 11.5 percent for non-DART properties.<sup>13</sup>

\* Single-family homes in Alameda and Contra Costa counties were worth \$3,200 to \$3,700 less for each mile they were located away from a BART station. Apartments near BART stations rented for 15 to 26 percent more than apartments further away. For office properties, the average land price per square foot also decreased as distances from BART stations increased – from \$74 per square foot within a quarter mile of stations to \$30 per square foot for more than a half mile distant.<sup>14</sup>

\* In Jersey City property taxes along the Essex Street corridor increased an estimated \$200,000 to \$300,000, before the light rail line's completion, to between \$4 to \$6 million a year after its opening in 2004. Property values in Hoboken have jumped dramatically, with single lots once priced at \$100,000, in the 1990s commanding just under \$1 million in 2005. Properties around the 9th Street station doubled in price between 1995 and 2005. Hudson County had a Class A "direct vacancy" rate of 9 percent in 2005, the lowest in northern and central New Jersey, and rents for prime waterfront office space ranged from \$25 to \$40 per square foot.<sup>15</sup>

While the increased land values near transit indicate a significant demand for housing near transit that is connected to walkable, mixed-use development, it also suggests a tremendous opportunity and need. Beyond the need to provide housing to meet the estimated 15 million new households that will want to live within a half-mile of transit by 2030, there is also a need to ensure that households currently served by transit in affordable neighborhoods are not priced out of the market as reinvestment occurs.

Researchers estimate that almost half of the existing households living near transit earn less than 50 percent of area median income. This is a population that is also heavily reliant on transit to access jobs and services. Transit agencies and local governments have an opportunity to "capture" the value created by increased land values to help meet the challenges of providing housing that is affordable to all segments of the community.

Seeking out innovative strategies to capitalize on transit's many assets and help grow ridership and revenue, while creating vibrant, walkable mixed-use communities is the next trip for transit agencies to embark upon. Successful navigation will require diverse partnerships with new allies in the development community including economic development corporations, providers of financing and major employers, as well as close coordination with local and regional planning and housing agencies, community advocates and transit riders.

### **It All Goes Together**

Housing, transit-oriented development and joint development are all aspects of the same equation: How to increase the effectiveness of public transportation while providing greater life choices for American families today and in the future. This is the first in a series of articles which will explore varying perspectives on this issue. This article provides a very broad overview, from a predominantly national perspective. However, as with most lifestyle decisions, "all politics are local."

Thus, the next several articles will feature different, and very specific, perspectives on joint development and transit-oriented development, as seen and written by individual representatives of some of the organizations involved. One article will focus on the roles and perspectives of developers. Another will highlight "project champions," that is, people or firms who are not usually predicted to initiate or lead a TOD project. Yet another article will focus on the mechanics of the TOD process, from the perspective of the major project management firms. Joint developments and TOD cannot happen without the involvement and commitment of these players. Yet, they "speak a different language," meaning they have different goals, objectives and perspectives. We hope that this series of articles will fill the role of "Rosetta Stone" for the various players and transit agencies.

**Accessible Cities and Regions: A Framework for Sustainable Transport and Urbanism in the 21st Century.** Berkeley: UC Berkeley Center for Future Urban Transport, Working Paper, UCB-ITS-VWP-2005-3

**"Transportation and Central Cities: Environment and Quality of Life Issues,"** Resource Paper for the Conference on Transportation Issues in Large U.S. Cities, Detroit, Mich., June 28-30, 1998; Conference Proceedings 18, Transportation Research Board, Washington D.C., 1999

Such as Gaithersburg, Md.

Grand Central Terminal in New York City

**"A fine line for merchants: Things are picking up with opening of new MAX route;"** Jodi Helmer, 7/9/2004; Portland Tribune

The original authority was inserted into the Urban Mass Transit Act by former Congressman and Mayor, Andrew Young.

<http://www.edenhousing.org/default.asp?id=98>

**"Generally, medium-density residential refers to apartments, townhomes, condominiums and small-lot single family homes two stories or higher."**

<http://transitorienteddevelopment.dot.ca.gov/station/stateViewStationData.jsp?stationId=17>

**FTA Livable Communities Briefing Paper, 1997**

Columbus Planning Division, Columbus, Ohio

HUD USER Publication, 03/31/05

**"Houston's downtown population has risen over the past three years, and is expected to quadruple by 2010."** The Brookings Institution, "A Rise in Downtown Living", 1998.

Bernard Weinstein and Terry Clower, **"An Assessment of the DART LRT on Taxable Property Valuations and Transit Oriented Development."** University of North Texas Center for Economic Development and Research. September 2002

The Sedway Group, **"Regional Impact Study."** Commissioned by the Bay Area Rapid Transit District. 1999.

**"Communicating the Benefits of TOD: The City of Evanston's Transit-Oriented Redevelopment and the Hudson Bergen Light Rail Transit System."** Center for Transit-Oriented Development, Prepared for Development, Community and Environment Division, EPA May 30, 2006



## News Details

## Background on Cedar Iowa River Railway

Cedar Rapids has applied for a \$12.3 million federal grant to provide this excursion trolley service on the existing Cedar Rapids and Iowa City Railway (CRANDIC) and Iowa Interstate Railroad tracks and provide connections to various tourist attractions in the area. It is hoped that other communities will share the additional local costs for the proposed system.

An earlier study had determined that there wasn't a sufficient local population to proceed, but, since 1996, the regional population has grown eleven percent, making the project feasible. The idea isn't new - CRANDIC operated an electric interurban passenger service from 1904 to 1953. The modern incarnation would use restored antique streetcars or newly-built replicas traveling at 25 mph to 40 mph.

There are conflicting views on the project, which is still in the planning stage. At this point, the focus will be on tourist traffic, with the hope being to create a regional destination that increases overall tourist expenditures in the area. For example, passengers could book a hotel in Cedar Rapids and visit the attractions, take the trolley to Coraville, and go to a Hawkeye sporting event. Collateral benefits could be a reduction in road congestion and pollution. Others feel that, while intermodal transportation is a good idea, it is uncertain whether people would take a trolley when they can drive to the various destinations in 20 minutes. Another area of concern is that, if any revenue is projected to come from commuter traffic, the actual numbers of commuters may not materialize, or, the numbers of commuters that would rather have a speedy commuter rail than a trolley may be too high. Finally, there are concerns that the ongoing cost of maintaining the railway would burden the city at a time when state revenues have been cut.

Please plan to attend the informational meeting scheduled for Wednesday, July 28 at 5:30 p.m. in the CR Chamber Conference Room. Mayor Pate and Director of the CR Transportation Department Bill Hoekstra will be available to answer any questions, and you will have the opportunity to learn more about and participate on this issue that directly relates to one of the AI Civic Committee's Key Initiatives. You can forward questions in advance to Ryan Maas at [ryanmaas@cedar-rapids.org](mailto:ryanmaas@cedar-rapids.org) to help focus Mr. Hoekstra's and the Mayor's presentation.

## Sources for this article:

## "CR officials float idea for interurban trolley"

By Mark Quiner - The Daily Iowan

Published: Thursday, April 1, 2004

Avail. online at:

<http://www.dailyiowan.com/news/2004/04/01/Intro/CR.Officials.Float.Idea.For.Interurban.Trolley-647647.shtml>

## "Cedar Rapids — Seeking Funding"

Rail Transit Online, May 2004

Excerpted by APTA Heritage Trolley and Streetcar Site (Hosted by the Seashore Trolley Museum)

Avail. online at: <http://www.heritage-trolley.org/planCedarRapidsRTOL1.htm>

## "MEETING NOTICE"

Iowa Association of Railroad Passengers

05/14/04

Avail. online at: <http://www.simpson.edu/~iarp/iarpnews.htm#meeting070904.html>

## "Rejuvenated rail line would package region's attractions"

Patrick Irelan, Iowa City Press Citizen Tuesday, June 15, 2004

Avail. online at: <http://www.press-citizen.com/opinion/061504irelan.htm>

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## **Eastside corridor: possible rail/trail combo?**

**By Karen Gaudette** *Seattle Times staff reporter*

Commuter trains glide nearly side by side with bicyclists along Seattle's Elliott Bay trail. Freight trains lumber past families ambling on the Burke-Gilman trail near the Ballard Locks. For years, the city's downtown waterfront streetcar rolled a stone's throw from throngs of tourists.

Trains and people increasingly are sharing space on pathways around the region and across the country, separated by fences, shrubs and sometimes nothing at all.

The proximity has not posed a significant safety hazard so far, according to a federal study.

Whether such trail sharing could work along a 47-mile rail corridor stretching from Renton to Snohomish is being explored this summer by a regional committee weighing the future of the former BNSF Railway line.

Representatives of cities along the corridor told the committee Friday that they support King County's planned purchase of the line for public use but were still uncertain which specific future plan they would back.

The committee is exploring options that range from ripping out the rails and using the corridor solely as a trail to allowing freight and/or the Spirit of Washington Dinner Train to share the mostly 100-foot-wide path with hikers and bicyclists.

BNSF Railway says the corridor is no longer financially viable and began purchase negotiations with the county last year. It's not yet clear how much the corridor would cost, or what it would look like if and when it's converted to a trail.

Rails-with-trails projects are gaining steam across the country as other regions grapple with the need to expand recreation while preserving key transportation corridors. A federal study released in 2002 found 65 rails-with-trails routes in 30 states. Dozens more are planned or proposed.

No national standards exist to guide design, said Mia Birk, whose firm Alta Planning & Design assembled the 2002 study. However, the federal study found little history of crashes along shared-use trails, aside from a boy trying to hop onto a moving train and a bicyclist who disobeyed safety gates. Instead, building trails adjacent to railroad tracks reduced trespassing and petty crimes along the routes, Birk said, since pedestrians and bicyclists had a safe, typically flat place to stroll and roll.

"Where there was a trail there was almost no trespassing across the tracks," Birk said.

Seattle's rails-with-trails paths have proved safe as well, said Pete Lagerwey, bicycle and pedestrian program coordinator with the city's transportation department.

"I couldn't agree with [County Executive] Ron Sims more that this is the single most important trail project in the region," Lagerwey said of the Eastside route. "You can never reassemble these linear corridors in an urban setting. Once it's gone it's gone forever."

The Eastside BNSF corridor has some unique challenges. Ripping out the rails would end dwindling freight service along the route but also would eliminate the path of the popular Spirit of Washington Dinner Train, which has carried 1.3 million tourists and locals alike past Lake Washington sunsets to Woodinville for wine tasting since 1992.

Dinner-train president Eric Temple rallied fans earlier this year to help convince Sims that the train should keep chugging if the county buys the corridor. In addition to the Spirit of Washington Dinner Train, Boeing, Weyerhaeuser and a Redmond car factory use the railway for freight.

A survey of communities and groups affected by the purchase showed little support for another rail-with-trail option that would increase rail usage and include redundant tracks for emergency use. Those



surveyed cited increased traffic, noise and cost, said Puget Sound Regional Council (PSRC) consultant Deborah Chase.

The route's location also poses some challenges. Nearby Interstate 405 is slated for years of construction as the state widens it. And while mostly 100 feet wide, the route has several narrow rights-of-way, including freeway crossings at interstates 90 and 405, Highway 522 and the historic Wilburton Trestle. Converting the corridor to a trail alone would likely give enough space for hikers but should trains remain in the picture, planners would have to find different routes in these areas.

Should the county opt to buy the corridor in coming years, its transformation to a trail could be years away — as evidenced by the controversial East Lake Sammamish Trail.

King County first identified a stretch of railbed between Redmond and Issaquah as a critical future trail link in 1971. The stretch opened in full to the public this spring, 35 years later.

"Even if it's just a trail, you've got to take the rails out of the ground and make safety improvements," said Jon Scholes, chief of staff to County Council member and committee chair Julia Patterson.

The BNSF Corridor Rail Advisory Committee includes representatives from (PSRC), King and Snohomish counties, cities along the route including Bellevue, Kirkland and Redmond, and bicycle and pedestrian groups.

The committee likely will make a recommendation to the County Council come fall, said project manager King Cushman of the Puget Sound Regional Council. The county already is applying for various federal and state grants that would enable it to buy the corridor.

